

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

January 5, 1998

**RJR Account #317880**

Ms. E. Jones

R. L. JONES & SONS

**FEBRUARY: DORAL B1G1F / PROMOTION #800018**

Dear Ellie:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 30 skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
<i>Light</i>	12300-24960	<u>1</u>
<i>Light 100</i>	12300-24961	<u>1</u>
<i>Light Men 100</i>	12300-24963	<u>1</u>
<i>FF 100</i>	12300-24962	<u>1</u>

**DISPLAY DETAIL (#536645)**

*EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.*

*EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS*

*EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.*

Product / Display Arrival:

January 26, 1998

Ship Date to Retail:

Week of: February 9, 1998

SKU CUBE :

**0.4965**

SKU WT (w/o Product):

**1.1700 lbs**

Retail Sales Offer per Sku:

**20 Offers**

Billing per Sku:

**2 Savings Cartons**

EFT \$ Amount:

**\$238.70**

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B1G1F

R. L. JONES & SONS

**PROMOTION DESCRIPTION:** SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT  
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.  
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).  
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

**DISPLAY LOAD:**

\*4 CARTONS; ONE CARTON EACH STYLE: *DORAL LIGHT / LT 100 / LT MEN 100 / FF 100*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$19.60 (1.4 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: A. Zecca

L. E. MacWilliams

**Enclosures:**

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

FEBB1G1F.DOC

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## WORKPLAN VAP TEMPLATE LISTING

PAGE: 9  
DATE: 97-12-08  
TIME: 08:18 AMWHOLESALE : 317880 R.L.JONES & SONS, INC. <DIRECT>  
TEMPLATE : 800018 80200 DOR FEB B1G1F  
TEMPLATE SEQ : 0031  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162604	162225	492920	CAREY'S GROCERY INC	11-13 MAPLE AVE.	COHOCTON	NY	14826	1	NYS			(716)384-5632
162605	162624	237030	GORHAM GROCERY	2621 MAIN STREET	GORHAM	NY	14461	1				(716)526-5522
162605	162624	269708	FEDERAL HOLLOW STPL	9 S MAIN ST	RUSHVILLE	NY	14544	2				(716)554-3149
162605	162225	521097	GEROWS GROCERY	2455 MEADS CREEK	PAINTED POST	NY	14870	2				(607)936-4878
162605	162228	684578	MIDWAY MINI MART	5 JACKSTON AVENUE	BREESPORT	NY	14816	1				(607)739-2407
162605	162225	712847	MORGANS GROCERY	100 HAMILTON ST	PENN YAN	NY	14527	1				(315)536-6621
162605	162228	762549	ON THE WAY	102 S MAIN ST	ELMIRA	NY	14904	1				(607)734-5200
162605	162225	763620	A-PLUS MINIT #60064	234 N HAMILTON ST	PAINTED POST	NY	14870	1	NYS	0362-0102		(607)962-5518
162605	162228	309498	HARRIS FOOD MART	351 NORTON ST	ELMIRA	NY	14901	3	NYS			(607)732-0130
162605	162225	479127	VALLEY MART	ROUTE 414 RD #2	BEAVER DAMS	NY	14812	2	NYS			(607)962-2090
162606		518787	RANCH GROCERY	RD 1, ROUTE 226	BRADFORD	NY	14815	1				(607)583-4199
162606	162225	269800	BOB WRIGHTS SER	68 MAIN ST	SAVONA	NY	14879	3				(607)583-4402
162606	162225	651675	STOP & SHOP	JANE & LODER	HORNELL	NY	14843	5				(607)324-0305
162606	162225	700477	DISCOUNT BEVERAGE	371 1/2 W MORRIS	BATH	NY	14810	2				(607)776-2827
162606	162225	398329	EXPRESS FOODMART	17 N MAIN ST	ALFRED	NY	14802	1	NYS			(607)587-8443
162606	162225	544681	LAKEVIEW MINI MART	6748 ROUTE 415 SO	BATH	NY	14810	2	NYS			(607)776-4910

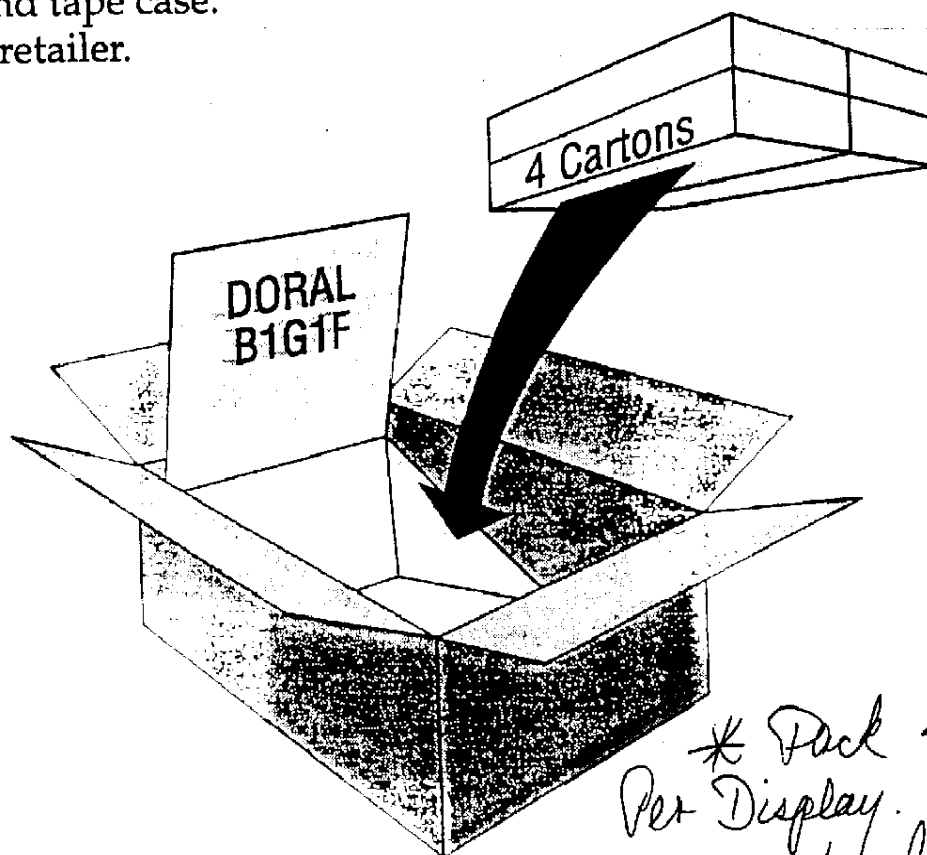
PAGE BREAK TOTAL ACCOUNTS 16 TOTAL QUANTITY 29

TEMPLATE TOTAL ACCOUNTS 16 TOTAL QUANTITY 29

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**WHOLESALE PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS****1ST QTR. '98****February DORAL B1G1F***(Buy 1 Pack Get 1 Free)***STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



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*\* Pack 4 Cartons  
Per Display. 4 Styles  
may not be shipped  
to all DIRECT Accts.*

**Item: # 536645****Description: DORAL B1G1F Display/POS kit**

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	/	/	/	/		

# February Brings Great Deals From Doral With This Buy 1 Get 1 Free Promotion!

Your customers will love picking up their favorite styles of Doral. Especially when they can Buy 1 Pack and Get One Free.

This promotion starts with 2-pack sleeves and comes pre-packaged in a 20-unit display. Each sleeve is style specific. Customers will easily spot their style in this impactful display.

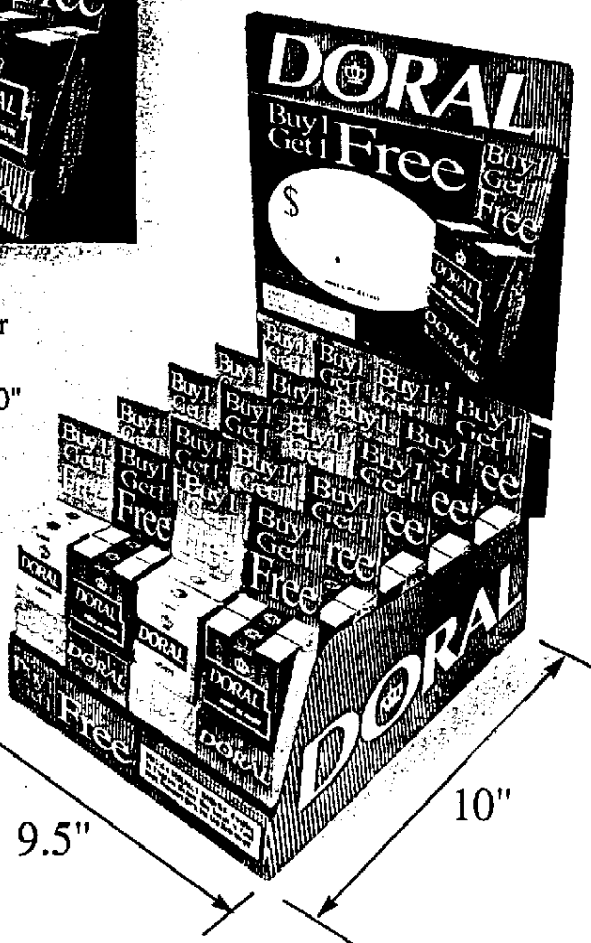
**Paster**



**2-Pack  
Sleeve**



**Counter Display**



The Special Paster and Counter Display work together to call out this money-saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

## **Details -**

- 4 Cartons per SKU
- 20 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

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